

WFLX

## ORDER

Print Date 10/11/12 Page 1 of 3

Flight Dates 10/16/12-10/22/12

Order Sep 00:15:00

Contract / Revision 835021 /

## Product

FL Dem Party (Sachs, Bruno, Smith)

## Estimate #

Alt Order # 06370485

Original Date / Revision

10/11/12 10/11/12

Agency Com 15%

Billing Type Cash

Billing Contact

Order Type Political

Advertiser FL Democratic Party

Billing Cycle EOM/EOC

919 Catherine Street  
Philadelphia, PA 19147

Billing Calendar BROADCAST

Agency Dudley Media

Demographic A35+

Buying Contact

Sales Office H-DC

Rev Codes Agency Political Pol-Candid

919 Catherine Street  
Philadelphia, PA 19147

Sales Region National

Product Codes PL500

Agency Ref

Priority P 1

Advertiser Ref

Primary Account Executive

Will Hilderbrandt

Account Executive Order% Start Date End Date

Will Hilderbrandt 100%

Order Share % Market Value

Competing Station % of Order Amount

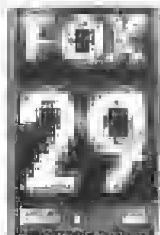
DFLX	%
WFGC	%
WPBF	%
WPEC	%
WPPB	%
WPTV	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	40	\$9,889.75	\$11,635.00	0.00	10/01/12	10/22/12	40	\$9,889.75	\$11,635.00
Totals	40	\$9,889.75	\$11,635.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WFLX	10/16/12	10/19/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--		4			\$100.00			0.00			
E 2	WFLX	10/22/12	10/22/12	MORNING NEWS 7A FOX 29 MORNING NEWS	Comm	7-8A	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----		1			\$100.00			0.00			
E 3	WFLX	10/16/12	10/19/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



WFLX

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Page 2 of 3

Contract / Revision 835021 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12

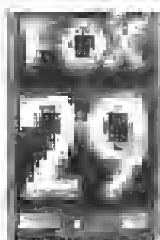
Order Sep 00:15:00

Advertiser FL Democratic Party

Product FL Dem Party (Sachs, Brunc

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WFLX	10/16/12	10/19/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	-TWTF--	:30	4	\$100.00	P 2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$100.00		0.00			
E 4	WFLX	10/22/12	10/22/12	MORNING NEWS 8A FOX 29 MORNING NEWS	Comm	8-9A	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$100.00		0.00			
E 5	WFLX	10/16/12	10/19/12	EXTRA EXTRA	Comm	430-5P	-T-TF--	:30	3	\$100.00	P 2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-TF--					3	\$100.00		0.00			
E 6	WFLX	10/22/12	10/22/12	EXTRA EXTRA	Comm	430-5P	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$100.00		0.00			
E 7	WFLX	10/16/12	10/19/12	RICKI RICKI	Comm	5-6P	-T-TF--	:30	2	\$130.00	P 1	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-TF--					2	\$130.00		0.00			
E 8	WFLX	10/22/12	10/22/12	RICKI RICKI	Comm	5-6P	1-----	:30	1	\$130.00	P 1	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$130.00		0.00			
E 9	WFLX	10/16/12	10/19/12	RAYMOND RAYMOND	Comm	6-630P	-T-TF--	:30	3	\$100.00	P 2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-TF--					3	\$100.00		0.00			
E 10	WFLX	10/22/12	10/22/12	RAYMOND RAYMOND	Comm	6-630P	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$100.00		0.00			
E 11	WFLX	10/16/12	10/19/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	-T-TF--	:30	3	\$100.00	P 2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-TF--					3	\$100.00		0.00			
E 12	WFLX	10/22/12	10/22/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	1-----	:30	1	\$100.00	P 2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$100.00		0.00			
E 13	WFLX	10/16/12	10/19/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	-TW-F--	:30	3	\$390.00	P 2	0.00	NM	3	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TW-F--					3	\$390.00		0.00			
E 14	WFLX	10/22/12	10/22/12	BIG BANG THEORY BIG BANG THEORY	Comm	730-8P	1-----	:30	1	\$390.00	P 2	0.00	NM	1	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$390.00		0.00			
E 15	WFLX	10/17/12	10/17/12	Wed Hour 1 X-FACTOR	Comm	8-10P	--1----	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WFLX

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Page 3 of 3

Contract / Revision 835021 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12

Order Sep 00:15:00

Advertiser FL Democratic Party

Product FL Dem Party (Sachs, Brunc

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WFLX	10/17/12	10/17/12	Wed Hour 1 X-FACTOR	Comm	8-10P	--1----	:30	1	\$1,425.00	P 2	0.00	NM	1	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----					1	\$1,425.00		0.00			
E 16	WFLX	10/16/12	10/21/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	-TWTFSS	:30	6	\$525.00	P 2	0.00	NM	6	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWTFSS					6	\$525.00		0.00			
E 17	WFLX	10/22/12	10/22/12	Late News M-Sun TEN O'CLOCK NEWS	Comm	10-11P	1-----	:30	1	\$525.00	P 2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----					1	\$525.00		0.00			
E 18	WFLX	10/17/12	10/17/12	NLCS on Fox MLB NLCS	Comm	4-11P	--1----	:30	1	\$795.00	P 2	0.00	NM	1	\$795.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--1----					1	\$795.00		0.00			
E 19	WFLX	10/18/12	10/18/12	NLCS on Fox MLB NLCS	Comm	4-11P	---2---	:30	2	\$795.00	P 2	0.00	NM	2	\$1,590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---2---					2	\$795.00		0.00			
Totals														40	\$11,635.00

**NAB**

BROADCASTERS

**AGREEMENT FORM FOR  
POLITICAL BROADCASTS**

STATION and LOCATION

WFLX-TV West Palm Beach, FL

Date 10-11-12

I, Dudley Media

(on behalf of)

Florida Democratic PartyA legally qualified candidate of the Democratic political party for the office ofFl. State SenateIn the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
---------------------	----------------------------------	------	---------------	----------------	--------------	------

- See Attached -

Date of First Broadcast <u>10-16-12</u>	Date of Last Broadcast <u>10-22-12</u>
--	---

\$ 9009.75 net

WFLX # 835024

Total Charges:

The broadcast time will be used by

Florida Democratic Party - Sachs/Brown/Smith

I represent that the payment for the above-described broadcast time has been furnished by

Florida Democratic Party - Sachs/Brown/Smith

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Alma Gonzalez, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted.) The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office.)

Date 10-11-12(Candidate or Agent) Bob Dudley☒ Accepted ☐ Rejected

By



Title

GM

This request whether accepted or rejected, will be available for public inspection for a period of two years.



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	WASHINGTON, DC

**REQUEST RECEIVED FROM**

**DATE:** 9-20-12

<b>BUYER:</b>	Bob Dudley
<b>AGENCY:</b>	Dudley Media
<b>ADDRESS:</b>	919 Catharine Street, Philadelphia PA 19147
<b>PHONE #:</b>	215 923 8812
<b>FAX #:</b>	
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Florida Democratic Party: Sachs, Bruno, Smith
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	Alma Ganzlez
<b>ADDRESS:</b>	214 Bronough St Tallahassee, FL 32301
<b>PHONE #:</b>	850 222 3411
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Sachs, Bruna, Smith
<b>OFFICE:</b>	State Senate
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	WASHINGTON, DC

**REQUEST RECEIVED FROM**

**DATE:** 9-20-12

<b>BUYER:</b>	Bob Dudley
<b>AGENCY:</b>	Dudley Media
<b>ADDRESS:</b>	919 Catharine Street, Philadelphia PA 19147
<b>PHONE #:</b>	215 923 8812
<b>FAX #:</b>	
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Maria Sachs
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	14812 South Military Trail Delray Beach, FL 33445
<b>PHONE #:</b>	
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Maria Sachs
<b>OFFICE:</b>	State Senate
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

**HRP FORM #0141**



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	WASHINGTON, DC

**REQUEST RECEIVED FROM**

**DATE:** 9-20-12

<b>BUYER:</b>	Bob Dudley
<b>AGENCY:</b>	Dudley Media
<b>ADDRESS:</b>	919 Catharine Street, Philadelphia PA 19147
<b>PHONE #:</b>	215 923 8812
<b>FAX #:</b>	
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Frank Bruno
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	Po Box 2005 Daytona Beach, FL 32115
<b>PHONE #:</b>	386 341 2021
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Frank Bruno
<b>OFFICE:</b>	State Senate
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
<b>PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE</b>	

**HRP FORM #0141**



**PAID POLITICAL  
BROADCAST AVAIL REQUEST**

<b>TO:</b>	John Heislman	<b>STATION:</b>	WFLX
<b>FROM:</b>	Will Hildebrandt	<b>HRP OFFICE:</b>	WASHINGTON, DC

**REQUEST RECEIVED FROM**

**DATE:** 9-20-12

<b>BUYER:</b>	Bob Dudley
<b>AGENCY:</b>	Dudley Media
<b>ADDRESS:</b>	919 Catharine Street, Philadelphia PA 19147
<b>PHONE #:</b>	215 923 8812
<b>FAX #:</b>	
<b>OTHER:</b>	

**AVAILS FOR**

<b>COMMITTEE:</b>	Chris Smith
<b>CHAIRPERSON:</b>	
<b>TREASURER:</b>	
<b>ADDRESS:</b>	1740 Northwest 3 <sup>rd</sup> court Fort Lauderdale, FL 33311
<b>PHONE #:</b>	
<b>FAX #:</b>	
<b>OTHER:</b>	

**FOR**

<b>CANDIDATE:</b>	Chris Smith
<b>OFFICE:</b>	State Senate
<b>PARTY:</b>	Democrat

<b>DAYPARTS:</b>	All
<b>SCHEDULE DATES:</b>	As Ordered
<b>COMMERICAL LENGTH:</b>	:30
<b>PROGRAMS:</b>	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	

HRP FORM #0141